

are prohibited. As gaming devices become old, worn or their technology becomes obsolete, they are replaced with new gaming devices incorporating the latest technologies, thus creating a surplus of used equipment of relatively low value because of their inability to serve any other function besides gaming. This shortfall is readily apparent in the marketplace and represents an opportunity to redeploy these devices using their inherent entertaining capabilities for enhanced marketing and advertising programs or strategies which creatively promote the sale of a good or service of a business or establishment.

**[0010]** In light of the above, a memento dispensing device possessing the abilities to predominately display information about the particular establishment while simultaneously affording a level of entertainment to the consumer for a nominal sum may be desirable to establishments in gaining a greater market share for their product or service. However, in order to be effective, displays and the like bearing advertisements or promotional offerings must be integrated into the body of the device and be readily apparent to the consumer while engaging in the interactive event and consummating the sale of mementos. The memento dispensing device must effectively garner the attention of patrons and increase the excitement of the experience through the use of lights, sound, music, and video. Random light and sound displays integrated into the memento dispensing device can attract the attention of patrons to expose them to strategically placed advertisements for an enhanced marketing campaign. Such devoted advertising space can effectively promote an establishment's product or service. In some instances, the memento dispensing device may be dressed with the establishment's logo to create a themed experience to supplement its inherent entertaining capabilities. Moreover, the memento dispensing device may serve as supplemental means of added revenue through the sale of mementos and advertisements of other companies, establishments, and the like.

**[0011]** A device such as the one described above will create new marketing and advertising strategies. By harnessing the attractiveness of gaming devices to permit the sale of mementos in a manner palatable to the laws of most jurisdictions, such devices can be readily placed in an establishment for initial use to dispense tokens which can be redeemed at a later time for a good or service as previously mentioned. One can easily envision the deployment of a number of memento dispensing devices particularly suited for operation at an establishment to attract and entertain customers while garnering the consumer's attention to observe displayed advertisements. In order to make such a marketing strategy a reality, the memento dispensing device must inherently attract and entertain customers for a predetermined amount of time to sufficiently permit observation of advertisements predominately displayed on video and appearing elsewhere on the device while the consumer consummates the sale of a memento.

#### BRIEF SUMMARY OF THE INVENTION

**[0012]** Surprisingly, the above objectives can be satisfied in a single memento dispensing device capable of attracting customers by its inherent design, with devoted advertising space to promote a product or service of an establishment. The memento dispensing device sells mementos in the form of tokens, medallions, souvenirs, and other articles or

objects having commemorative value through the simulated operation of a gaming device commonly referred to and known in the art as a slot machine. A process controller executes appropriate instructive steps or commands to dispense at least one memento to the consumer after consummating a reel spin cycle or simulated reel spin cycle on a video display. The process controller further directs the playback of video footage and timed audio and displays lights after every instance a memento is dispensed from the memento dispensing device. The memento dispensing device comprises primary and secondary translucent surfaces for strategic placement of advertisements and other promotional offerings of an establishment. These translucent surfaces are preferentially integrated into the memento dispensing device to avoid vandalism and can readily accept decorative panels for alteration of advertisements. In some instances, it may be appropriate or desirable to illuminate each of the translucent surfaces from behind to further highlight the advertisement and distinguish the memento dispensing device from among other physical features and fixtures predominately present at an establishment.

**[0013]** Gaming devices are categorically considered illegal in most jurisdictions given their stature as a game of chance. The present invention is limited in exchanging currency for mementos without presenting any opportunity to engage in a game of chance. The memento dispensing device is capable of exchanging common forms of currency, including paper and coins of various denominations, for a memento in the form of a token, medallion, souvenir, and any other article or object having commemorative value. Mementos are sold by inserting the established denomination of currency into the memento dispensing device and pulling a lever or pressing downwardly on a button to set in rotational motion a set of reel wheels each of which comprise a plurality of symbols or images selectively arranged on the circumferential periphery thereof. After expiration of a predetermined time interval, the mechanical or video simulated reel wheels sequentially stop from left to right to depict a pre-defined arrangement of symbols or images through divided display windows integrated into an access door of the present invention. After the reel wheels have collectively stopped in this predetermined manner, at least one memento is dispensed from a protected reserve into a reservoir readily accessible to the consumer.

**[0014]** During and after the memento sales transaction, the consumer is further entertained by pre-selected video footage predominately displayed on a monitor generally situated behind the upper primary translucent surface. The memento dispensing device by its inherent design is suitably attractive to the occasioned customer, particularly upon the activation of lights and sound at timed intervals. Further attention to the memento dispensing device may be realized by the continuous activation of lights and sound as natural curiosity will cause a passerby to investigate the origin of the lights or sounds the memento dispensing device emits. In further respects, lights and sounds operating in concert to coincide with strategically placed advertisement can enhance the effectiveness of any marketing campaign.

**[0015]** The objects and advantages of the present invention will become more apparent in light of the following detailed description of illustrative embodiments of this invention, specifically in the capacity of being described in connection with the drawings.